SEPTEMBER 16, 1985

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CableVision

THE NEWS AND FEATURES WEEKLY OF THE CABLE TELEVISION INDUSTRY

IT'S OFFICIAL: MUST-CARRY IS DEAD

PLAYBOY GOING TO 3-DAY SCHEDULE • VAN VALKENBURG LEAVES COX

PPV DEALMAKING: THE EXCHANGE SIGNS TWO STUDIOS

PROGRAMMERS HUDDLE TO FINALIZE SCRAMBLING PLAN

ANTIC SHOW '85: NO HOLDS BARRED

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CableVision

LEADING THE WEEK

Must-carry dies 13
The Federal Communications Commission's must-carry rules died one day after Chief Justice Warren Berger nixed a request by the National Association of Broadcasters to stay the U.S. Appeals Court's decision holding must-carry unconstitutional.

Preferred to Supreme Ct. 13
The city of Los Angeles has asked the Supreme Court to hear the 9th Circuit Court of Appeals' Preferred Communications decision which it feels may invalidate the Cable Communications Policy Act of 1984 if allowed to stand.

Playboy changes schedule 14
In an effort to bolster the quality of its product, The Playboy Channel is changing its format to a three-day service. Officials hope the experiment will eliminate the churn problem.

Van Valkenburg resigns 16
David Van Valkenburg has resigned as president of Cox Cable Communications. James Robbins, formerly senior vice president of operations for Cox, has been named the new president.

Programmers unite 20
Basic programmers hold meetings in New York to develop a plan to market scrambled signals to home TVRO users that will be presented to the NCTA.

Pay network unveils plans 22
The Pay-Per-Movie Network has outlined details of its financial backing and programming plans. The venture, to be redubbed "People's Choice," expects to debut Nov. 1.

FCC issues Cox order 24
The FCC has released the text of its decision to invalidate a Nebraska regulation which barred Cox Cable from providing business communications services in the state.

New fees OK'd 26
In the first suit challenging the Cable Communications Policy Act of 1984, a Michigan judge has ruled a local cable company may charge new fees for equipment it had promised would be free.

Modifications OK'd in D.C. 26
The Washington, D.C., City Council has given final approval to its cable franchise amendments, including a provision which will transfer the franchise from District Cablevision Inc. to a partnership of DCI and Tele-Communications Inc.

TOPICS

Programming 35
More dollars put into tried-and-true formats while expanding program appeal among the narrowcast basics to draw non-viewers is the pattern set for the fall programming lineup in basic cable.

Florence Henderson

On Demand Programming 42
Results from United Cable's pay-per-view project have led to a continuation of the program through the fall. The project is generating a buy rate of 20 percent after six months in operation.

System Profile 44
The capital of California finally has cable. After several years of setbacks involving negotiations and financing, Scripps Howard has turned on 28 subscribers in Sacramento and the future looks promising.

Dick Davis

Media Watch 48
Cable operators are fighting back against a "massive, intentional campaign" by dish retailers to keep the public confused with public relations and advertising campaigns of their own.

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ON THE COVER 33
The Atlantic Show kicks off this week in Atlantic City with a new debate format which promises for some lively panel sessions. More than 2,600 cable officials are expected to attend the three-day affair. Associate Editor Simon Applebaum reports on page 33.

Cable Industry Growth Chart

YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TVHH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985E	86,000,000	64,500,000	36,120,000	42	21,672,000	25
1984	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A

Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Cable barometer

Television households (TVHH) 84,233,330

Homes passed by cable (HP) 58,274,000

Percent of TVHH passed by cable 69.2%

Basic cable subs 32,761,000

Percent of TVHH with basic cable 38.9%

Percent of HP with basic cable 56.2%

Pay cable subs 19,624,000

Percent of TVHH with pay cable 23.3%

Percent of HP with pay cable 33.7%

Percent of basic subs with pay cable 59.9%

Figures are as of Aug. 31, 1985
Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Satellite lineup

Satcom III-R (RCA Americom) — **Transponder**

Arts & Entertainment
BET
CBN Cable Network
Cinemax (West)
C-SPAN
Disney Channel
Eternal Word Television Network
Financial News Network
Genesis Storytime
HBO (West)
HTN
Home Shopping Network
The Learning Channel
Lifetime
MSN — The Information Channel
MTV
National Jewish Television
Nickelodeon
PTL
Reuter Monitor Service
Salzburg Festival Music
Showtime (West)
SPN
Studio One
The Learning Channel
Trinity Broadcasting Network
USA Cable Network
(during blackout)
Video Hits One
The Weather Channel

Satcom IV (RCA Americom) — **Transponder**

American Movie Classics
Bonet
Bravo
Commercial Satellite Network
Home Sports Entertainment
Madison Square Garden
National Christian Network
New England Sports Network
Nickelodeon (West)
Nostalgia Channel
Odyssey
The Playboy Channel
The Silent Network
SportsVision
WPIX — New York

Westar III (Western Union) — **Transponder**

CNN

Westar IV (Western Union) — **Transponder**

Atlantic City Home Racing
Cable News Network (CNN)
Catholic Telecommunications Network of America
Public Broadcasting Service
Texas State Network
Word of Faith Cable Network

Westar V (Western Union) — **Transponder**

Kansas University Network (Kute)
Pure Worship Pay-per-view
The Meadows Racing Network
Pro Am Sports System (PASS)
The University Network

Comstar D-4 (AT&T/GTE) — **Transponder**

American Exxtra
Country Music Television (CMTV)
HTV-Ontario
Spice TV

Galaxy I (Hughes) — **Transponder**

CBN Cable Network
Cinemax (East)
CNN
CNN Headline News
C-SPAN
The Discovery Channel
The Disney Channel (each
West)
ESPN
ESPN
Nickelodeon
Home Team Sports
Playboy National Telecast Magazine
Moody Broadcasting Network
The Movie Channel (each
West)
The Nashville Network
PTL
Showtime (East)
SIN
Studio One
WGN
WOR-TV
WTBS

Spacenet I (GTE) — **Transponder**

ACTS

Note: A company name in parentheses following a service or network designation identifies that company as the transponder owner.
Source: International Thomson Communications Inc.

Top 100 MSOs

Rank	Multiple system operator	Basic subs
1	Tele-Communications Inc.	4,980,000 (1/85)
2	American Television and Communications Corp.	3,300,000 (1/85)
3	Group W Cable	2,200,000 (7/85)
4	Storer Cable Communications	1,840,000 (7/85)
5	Cox Cable Communications	1,670,000 (7/85)
6	Warner Amex Cable Communications Inc.	1,310,000 (6/85)
7	Continental Cablevision	1,062,000 (6/85)
8	Times Mirror Cable Television Inc.	740,000 (6/85)
9	Newhouse Broadcasting	671,000 (7/85)
10	United Cable Television	650,000 (6/85)
11	Viacom Cablevision	600,000 (7/85)
12	UA Cablesystems Corp.	577,000 (7/85)
13	Sammons Communications Inc.	560,000 (7/85)
14	Cablevision Co.	550,000 (7/85)
15	Rogers Cablesystems Inc.	500,000 (6/85)
16	Jones Intercable Inc.	434,000 (7/85)
17	Heritage Communications Inc.	400,000 (7/85)
18	Comcast Cable Communications	398,000 (7/85)
19	Telecable Corp.	387,000 (7/85)
20	McCaw Communications	380,000 (7/85)
21	Capital Cities Cable Inc.	370,000 (7/85)
22	Prime Cable Corp.	370,000 (7/85)
23	Warnaco Cable TV Inc.	336,000 (7/85)
24	Centel Cable Television Company	327,000 (7/85)
25	Daniels & Associates	320,000 (7/85)
26	Tele-Media	294,000 (7/85)
27	TCA Group	277,000 (7/85)
28	Cablevision Industries	265,000 (6/85)
29	Multimedia Cablevision	260,000 (7/85)
30	American Cablesystems Corp.	240,000 (6/85)
31	Macleod Hunter Cable TV Ltd.	238,000 (7/85)
32	Falcon Cable TV	235,000 (6/85)
33	Scripps Howard	230,000 (6/85)
34	TeleScripps	220,000 (7/85)
35	Tribune Cable Communications	214,000 (7/85)
36	Colony Communications Inc.	196,000 (7/85)
37	Agenbroad Communications	190,000 (7/85)
38	Robin Cablevision Inc.	187,000 (7/85)
39	Century Communications Corp.	180,000 (12/84)
40	Service Electric Cable TV Inc.	180,000 (12/84)
41	Communication Services Inc.	175,000 (7/85)
42	TKR Cable Co.	170,000 (7/85)
43	Cablemasters Inc.	166,000 (7/85)
44	Sutton Cable Group	160,000 (7/85)
45	Rifkin & Associates	155,000 (7/85)
46	Gradient Communications	153,000 (7/85)
47	Adams Russell Cablesystems	150,000 (7/85)
48	Harte-Hanks Communications	140,000 (7/85)
49	Harron Communications	135,000 (7/85)
50	Buckeye Cablevision	131,000 (7/85)
51	Harris Cable Corp.	130,000 (7/85)
52	Midwest Video Corp.	129,000 (7/85)
53	Lenfest Group	114,000 (7/85)
54	Greater Media Cable	111,000 (7/85)
55	Telecrafts Inc.	111,000 (7/85)
56	Armstrong Utilities	110,000 (7/85)
57	Summit Communications	107,000 (7/85)
58	U.S. Cable Corp.	96,000 (7/85)
59	Coaxial Cable Associates Inc.	95,000 (7/85)
60	Communications Systems Inc.	94,000 (12/84)
61	Multi-Channel TV Cable Inc.	94,000 (7/85)
62	McDonald Group	91,000 (12/84)
63	The Evans Group	90,000 (7/85)
64	Bloom Communications	90,000 (7/85)
65	McClatchy Newspapers	87,000 (7/85)
66	Media General Cable	87,000 (7/85)
67	WEHCO Video Inc.	85,000 (7/85)
68	Perry Cable TV Corp.	82,000 (7/85)
69	King Videocable Co.	80,000 (7/85)
70	Palmer Communications	80,000 (7/85)
71	Cable Management Associates	78,000 (7/85)
72	Sirco Communications	78,000 (6/85)
73	Omega Communications	78,000 (7/85)
74	Mountaintop Cable Systems Co.	77,000 (7/85)
75	Susquehanna Broadcasting	76,000 (7/85)
76	Pencor Services Inc.	75,000 (6/85)
77	Clear TV Cable Association Ltd.	74,000 (6/85)
78	Orion Cable TV Corp.	74,000 (6/85)
79	Selkirk Communications	73,000 (7/85)
80	Marcus Media	72,000 (7/85)
81	Heftel Corp.	70,000 (7/85)
82	Northland Communications Corp.	70,000 (7/85)
83	The Daily Press	70,000 (7/85)
84	Mahaska Corp.	70,000 (7/85)
85	Natoma Telecommunication Corp.	70,000 (12/84)
86	Acton Corp.	69,000 (7/85)
87	United Video Management	69,000 (7/85)
88	Simmons Communications	68,000 (7/85)
89	Knight-Ridder Communications Inc.	68,000 (7/85)
90	Communicom	67,000 (7/85)
91	Sheridan Communications	66,000 (7/85)
92	Wisconsin Cablevision and Radio Co. Inc.	65,000 (7/85)
93	Tele-Media	64,000 (7/85)
94	Joseph Sams Cable T.V.	63,000 (12/84)
95	State Cable TV	63,000 (6/85)
96	Chamber Communication Corporation	63,000 (7/85)
97	Downey Cablevision	62,000 (6/85)
98	Cable Holdings Inc.	60,000 (6/85)
99	Dearden Communications	59,000 (6/85)
100	Matrix Enterprises	57,000 (7/85)

Subscriber counts are provided by MSOs to International Thomson Communications Inc.

Top 100 systems

Rank	Location	Operator	Basic subs	
1	San Diego, CA	Cox Cable	254,000	(7/85)
2	Woodbury (Long Island), NY	Cablevision Co.	247,914	(7/85)
3	Manhattan, NY	ATC	206,900	(12/84)
4	Florida Division (Orlando/Ormond Beach)	ATC	196,700	(12/84)
5	San Antonio, TX	Rogers Cablesystems	190,076	(6/85)
6	Houston, TX	Warner Amex	189,000	(7/85)
7	East Orange, NJ	MacLean Hunter	174,915	(6/85)
8	Honolulu, HI	ATC	156,400	(12/84)
9	Phoenix, AZ	Times Mirror	142,000	(7/85)
10	Wayne, NJ	UA Cablesystems	140,000	(7/85)
11	Cincinnati, OH	Warner Amex	137,000	(6/85)
12	Tulsa, OK	United Cable	135,348	(7/85)
13	Englewood, CO	United Cable	131,500	(7/85)
14	Audubon, NJ	New York Times	124,307	(6/85)
15	Tidewater (Norfolk), VA	Cox Cable	118,455	(7/85)
16	Atlanta, GA	Prime Cable	117,600	(7/85)
17	Rochester, NY	ATC	117,100	(12/84)
18	Baltimore County, MD	Comcast Cable	110,000	(7/85)
19	Erie County, NY	Prime Cable Corp.	110,616	(7/85)
20	Jacksonville, FL	Continental	110,000	(6/85)
21	San Jose, CA	Cox Industries	107,200	(6/85)
22	Memphis, TN	ATC	106,300	(12/84)
23	Seattle, WA	Group W	104,000	(7/85)
24	Toledo, OH	Buckeye Cablevision	104,000	(6/85)
25	Manhattan, NY	Group W Cable	103,436	(7/85)
26	San Juan, PR	Hatfield Cable Corp.	102,726	(7/85)
27	Austin, TX	ATC	102,500	(12/84)
28	Charlotte, NC	ATC	101,700	(12/84)
29	Central Islip (Long Island), NY	Viacom	101,251	(6/85)
30	Jefferson Parish/Kenner, LA	Cox Cable	96,909	(7/85)
31	San Diego, CA	ATC	92,100	(12/84)
32	San Francisco, CA	Viacom	90,776	(6/85)
33	Warren, NJ	TKR Cable	90,300	(7/85)
34	Los Angeles, CA	Falcon Communications	89,117	(6/85)
35	Wilmington, DE	Robin Cablevision	87,600	(7/85)
36	Grand Rapids, MI	UA Cablesystems	85,000	(7/85)
37	Seattle, WA	Viacom	84,691	(4/85)
38	Dallas, TX	Warner Amex	83,900	(7/85)
39	Jackson, MS	ATC	80,700	(12/84)
40	Wichita, KS	Multimedia Cablevision	80,748	(7/85)
41	Pittsburgh, PA	Telecommunications Inc.	79,666	(7/85)
42	Pompano, FL	American Cablesystems	77,596	(6/85)
43	Clearwater, FL	Vision Cable	76,600	(7/85)
44	Broward County, FL	Storer Cable	76,000	(7/85)
45	New Orleans, LA	Cox Cable	75,017	(7/85)
46	Boston, MA	Cablevision	75,904	(6/85)
47	Richmond/Henrico, VA	Continental	75,350	(7/85)
48	Baton Rouge, LA	Daniels & Associates	74,823	(7/85)
49	South Texas, TX	Heritage Communications	72,908	(7/85)
50	Flint, MI	Comcast Cable	72,700	(7/85)
51	Indianapolis, IN	Indianapolis Cablevision	72,406	(4/85)
52	Tacoma, WA	Cable TV of Puget Sound	72,406	(6/85)
53	Jefferson County, KY	Storer Communications	71,000	(7/85)
54	Greensboro, NC	ATC	69,200	(12/84)
55	South Bend, IN	Heritage Communications	69,015	(7/85)
56	Cleveland Heights, OH	Viacom	69,000	(6/85)
57	Santa Monica, CA	Group W	68,300	(7/85)
58	Louisville, KY	Storer	66,914	(7/85)
59	Fairfax, VA	Media General	67,767	(7/85)
60	Omaha, NE	Cox Cable	65,810	(7/85)
61	Raleigh, NC	ATC	65,800	(12/84)
62	Nashville, TN	Viacom	65,000	(4/85)
63	Kansas City, MO	ATC	64,800	(12/84)
64	Columbus, OH	Warner Amex	64,679	(3/85)
65	St. Petersburg, FL	Group W	64,200	(7/85)
66	Buffalo, NY	Telecommunications Inc.	63,698	(6/85)
67	Akron, OH	Warner Amex	63,509	(7/85)
68	Boston Complex (Malden), MA	Warner Amex	63,180	(3/85)
69	Hartford, CT	Times Mirror Cable	62,882	(7/85)
70	Binghamton, NY	NewChannels	62,814	(7/85)
71	Syracuse (suburbs), NY	NewChannels Corp.	62,814	(7/85)
72	Oklahoma City, OK	Cox Cable	62,751	(7/85)
73	Fayetteville, NC	ATC	62,100	(12/84)
74	Allentown, PA	Service Electric	62,000	(7/85)
75	Las Vegas, NV	Times Mirror Cable	61,892	(7/85)
76	El Paso, TX	Group W	61,700	(7/85)
77	Monterey, CA	Western Communications	61,347	(7/85)
78	Madison, WI	Telecommunications Inc.	61,257	(4/85)
79	New Haven, CT	Storer Cable	60,598	(7/85)
80	West Palm Beach, FL	Group W	60,000	(7/85)
81	Mt. Prospect, IL	Cablenet	60,000	(3/85)
82	Sarasota, FL	Storer Cable	59,967	(7/85)
83	Santa Barbara, CA	Cox Cable	59,900	(7/85)
84	Des Moines, IA	Heritage Communications	59,489	(7/85)
85	Birmingham, AL	ATC	59,400	(12/84)
86	Albany, GA	Storer Cable	59,000	(7/85)
87	Snohomish County, WA	Viacom	59,000	(4/85)
88	Ft. Worth, TX	Sammons Communications	59,000	(7/85)
89	Harrisburg, PA	Sammons Communications	58,600	(7/85)
90	New Britain, CT	United Cable	58,282	(12/84)
91	Bridgeport, CT	Cablevision Co./ Scripps Howard	57,886	(7/85)
92	Indianapolis, IN	ATC	57,100	(12/84)
93	Chicago Suburbs (Oak Park), IL	Cablevision Co.	56,790	(7/85)
94	Albuquerque, NM	Tribune Cable	56,705	(7/85)
95	Stamford (Fairfield), CT	Cablevision Co.	56,364	(7/85)
96	Westchester County (New Rochelle), NY	UA Cablesystems	56,000	(7/85)
97	Chatsworth, CA	Valley Cable	55,994	(5/85)
98	Winston-Salem, NC	Summit Communications	55,781	(7/85)
99	Escondido/San Diego County, CA	Times Mirror Cable	55,715	(7/85)
100	Shreveport, LA	ATC	55,500	(12/84)

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